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SEC. 562, P. L. & R.

U. S. Dept. of Agriculture,
Bureau of Plant Industry,
Washington, D. C.

"Get
Campbell
Quality"

YOURS FOR BETTER FLOWERS

Our
Customers
Own Monthly
Newsheet.

*** Vol. I, No. 1

JUNE 1940

Pasadena, Calif. ***

WINTER COLOR IN YOUR CALIFORNIA GARDEN IS EASY
... IF YOU PLAN AND SOW IN JUNE - JULY

PRIMULA MALACOIDES... Dainty flowers for many weeks, in full or half shade
Four New Giant-flowered Varieties by Gordon Cochrane, superseding
Elite, Crowns of Rose, and Colonial of last year:
Double Fairy Jewels, rich rose-pink $\frac{3}{4}$ -inch double flowers. Pkt. 50¢
Enchantress, a new shade, soft salmon-rose; $\frac{3}{4}$ -inch flowers Pkt. 50¢
Lavender Glory, soft mauve lavender with 1-inch blossoms. Pkt. 35¢
Snow Flake, the purest white, with florets up to one inch. Pkt. 35¢
..also True Rose; Brilliance, rosy-red; and Choice Mixed. Pkts. 25¢

CINERARIA... Showy heads of gorgeous flowers in full shade in Spring.
Campbell's California Giant & Howard & Smith Prize Strain. Pkts. 50¢
Separate Colors: Light Blue; Royal Blue; Rose; Scarlet; White. " 25¢
Cremer's Prize Strain, semi-dwarf, with medium-sized flowers
but the largest heads of any Cineraria strain. Pkt. 50¢
Multiflora Nana, dwarf (1 foot) plants and small flowers. Pkt. 25¢
Polyantha Stellata, 2 to 3 feet tall, with dainty flowers
in large heads. Blue shades; Salmon-Pink; Mixed Colors Pkts. 25¢

STOCKS... The smaller seedlings are more apt to be double; do not discard! Be sure soil is well-drained and do not over-water.

Giant Imperial or Bismarck is best type for cutting-and-bedding:

Antique Copper; Buttercup, deep cream; Carmine Rose; Chamois Rose;
Cream Pink; Dark Blue; Elk's Pride, deepest purple; Fiery Blood
Red; Flesh Pink; Golden Rose; Tahoe, large lavender; Yosemite,
large rose-pink; Lilac; Old Rose; Santa Maria, giant white; and
All Colors Mixed. Pkts. 15¢ ... 25¢ for double pkts.

Brompton, medium-height, later-blooming, ideal for bedding: White
Lady; Red Lady, bright crimson; Violetta, red-purple; Celestine,
light lavender; and Empress Elizabeth, the best rich deep pink
in Stocks. Pkts. 25¢

SNAPDRAGONS... all varieties Rust-Resistant... Maximum group is the largest-flowered and tallest: Pink, Rose, White, Scarlet, Crimson, Yellow, Copper, Bronze, and All Colors Mixed. Pkts. 10¢ and 15¢
Super-Majestic Group is large-flowered, slightly shorter: Pink;
Rose; Amber-Rose; Golden Rod, new splendid yellow (25¢); Terra-
cotta Pink and Gold; Golden Orange; Ruby-red; and Mixed. Pkts. 15¢
Medium Group, ideal for bedding: Rosy-Scarlet; Old Gold; Orange;
Bright Red; Yellow; White; and All Colors Mixed. Pkts. 10¢ and 15¢

VIOLAS... for beds and borders... Arkwright Ruby Red; Blue Perfection;
Blue Butterfly, dark-&-light blue; Chantreyland, best apricot; Jersey
Gem (25¢); Lutea sp. sp., bright yellow; Primrose Dame, light yellow;
Papilio, blue-and-white; Deep Papilio, violet-blue; White Perfection;
Spring Messenger, purple; Bizarre, new apricot-&-purple; Mixed. P. 15¢

PANSIES...Roggli's Imported Swiss Giants are the largest-flowered strain: Thuner Sea, rich deep blue; Berna, purple; Rheingold, golden yellow, dark-centered; Goldgelbe, pure yellow; Alpenglow, dark red; Hohenfeuer, orange-scarlet; Jungfrau, pure white; Mixed (all these and other shades)...pkts. 25¢ and 50¢ Steele's Mastodon Jumbo is the largest and finest American-grown Pansy Mixture. Pkts. 25¢ and 50¢; 1/16 oz. \$1.75 Steele's Mastodon Miracle Mixed is a fine, lower-priced bedding strain. Pkts. 15¢ and 25¢; 1/16 oz. \$1.00 Argyle Giants combines a good range of color with size and low price. Pkts. 10¢ and 15¢; 1/16 oz. 40¢ Maple Leaf Giants, large flowers, light shades..pkts. 15¢ & 25¢ "Baby Delight" Pansy..New very compact type with dainty light blue flowers produced in 10 weeks from seed. Pkt. 25¢

CALENDULA...the cheerful and dependable "Winter Marigold"... Yellow Colossal is New for 1940, an improved, fully-double, bright yellow Chrysanthemum-type..pkts. 15¢ and 25¢ Orange Fantasy, coppery-orange with crested center..pkt. 15¢ Masterpiece, long-stemmed giant orange; Campfire, deep orange; Ball's Gold, large deep yellow; Lemon Queen, clear yellow; Chrysanthemum (Sunshine), loose-petaled yellow; Orange Sunshine, loose-petaled orange; Art Shades Mixed (many unusual shades and picotées). Pkts. 10¢ and 15¢

PERENNIALS...SOWN THIS SUMMER, THESE WILL BLOOM THIS WINTER OR SPRING:
 Agathea, "The Blue Daisy"..pkt. 10¢
 Alyssum saxatile, Golden Yellow..pkt. 10¢ Pale Yellow..pkt. 15¢
 Aquilegia (Columbine), Long-spurred Blue shades; Red shades; Pink shades; Yellow; White; and Hybrids Mixed..pkts. 15¢ and 25¢
 Arctotis Hybrids, the "Everblooming African Daisy"..pkt. 15¢
 Bellis, the "English Daisy," Pink, Red, White, or Mixed..pkts. 10¢
 Carnation, Chabaud's Pink, Rose, Salmon, Scarlet, Dark Red, Yellow, White, and Mixed..pkts. 10¢ and 15¢
 Coreopsis, Mayfield Giant (Single; 10¢); Sunburst (Double; 15¢)
 Delphinium, Pacific Giants: Round Table Series, the newest colors in mixture; Summer Skies Series, blue with white bee; Lancelot Series, pure lilac self; Galahad Series, gigantic pure white; Pacific Giants Mixed. Pkts. 25¢ and 50¢ (New-crop seed in July)
 XXX Hybrids is a good, low-priced mixture..pkts. 15¢ and 25¢
 Dianthus, Cyclops, the "Everblooming Pinks"..pkt. 10¢
 Gaillardia Tangerine, copper-orange; Burgundy, red; Dazzler, red-and-gold; Chloe, all-yellow.,pkts. 15¢
 Geum, Mrs. Bradshaw, red; Lady Stratheden, yellow..pkts. 15¢
 Hollyhock, Salmon, Scarlet, Dark Red, Newport Pink, Yellow, White, Mixed, in the Double; Single Mixed..pkts. 15¢
 Iceland Poppy, Orange, Yellow, Salmon-Pink, White, separate or in Sanford's Giants Mixed..pkts. 10¢ and 15¢
 Myosotis oblongata perfecta, Clear Blue; and Blue Bird, deep blue, are the two best Forget-me-nots for winter and spring..pkts. 15¢
 Nierembergia, the "Dwarf Cup Flower," lavender-blue..pkts. 25¢
 Pentstemon gloxinioides Sensation, free-flowering mixed..pkt. 15¢
 Römannia; Rose, or White, for sun or half-shade..pkts. 15¢ and 25¢

